CONSUMER BEHAVIOR
INDIVIDUAL LITERACY ASSIGNMENT

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Compiled by: Group 4 Members

1. A Muhammad Ghaza Kr P (1401224323)

FACULTY OF ECONOMIC BUSINESS

TELKOM UNIVERSITY

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PART A

1. Based on Solomon's Buying, Having, & Being, the biggest challenge the marketers will face is the constant changing of consumer needs, marketers should be adaptive and innovative. Also they have to predict the future of the consumer, not only understanding consumers in the present era, because at first Solomon said the marketers would face constant changing of customer needs. Lastly, marketers are also facing data privacy, big data, AI, and the ethics of consumer information. This relates to how much the marketers can or should know about their customers and how they can manage the customers' privacy in this digital era.
2. It's about when the consumer doesn't buy things because of its functional value, but because of the symbolic meaning that is attached to the product they bought. Like when people often wear expensive things to be recognized as they are part of the people who have higher value.
3. So, there are 5 main factors considered that influence consumer behavior.
    - Psychological factors (inner factors that decide how they respond to marketing message)
    - Social factors (influenced by people around them, like family, friends, or The desire to conform to societal expectations or achieve a certain social position.)
    - Cultural factors (Social class, culture, and sub culture. For example i am wearing adidas shoes and a stone island jacket to the football match because I adhere to the casual English supporter culture in dressing and supporting my favorite team.)
    - Personal factors (Unique character from each individual like their age and life cycle step, work and economic situation, and lifestyle)
    - Economic factors (financial condition affect someone's ability and desire to purchase something. For example i seek cheaper alternative beside a stone island jacket to continue the casual English supporter culture)
4. So in Indonesia, there is something called a Food Influencer/ Food Vlogger, someone like Tanboykun often influences people within his social media videos to invite the Netizens to try the food he had. This is one example of Social Factor, especially group references that strongly influenced consumer behavior in making decision.

PART B

Statement from the Video	Concept from Solomon	Page Number	Explanation
“People often buy products not for what they do, but for what they mean.”	Buying–Having–Being (Identity Expression)	p. 23	This means that consumers purchase products for their symbolic meaning. Products are used to express identity, not just functionality. For example, wearing a Stonewall jacket and Adidas shoes to look like a supporter embracing the casual culture of England supporters.
“Consumers use products to express their identity.”	Self-Concept & Symbolic Consumption	p. 21–25	Consumers choose products that align with how they see themselves or how they want to be seen by others. Products become tools for expressing personality and lifestyle. For example, those who embrace skinhead culture carry working-class culture and express solidarity and pride in a simple yet austere lifestyle. This culture also challenges bourgeois culture and emphasizes working-class masculinity.
“Consumer behavior is a process, not just a single purchase.”	Consumer Decision-Making Process	p. 38–40	Consumer behavior isn't just about purchasing, but also about before (searching for information) and after (evaluating). Therefore, marketers must understand the entire process, not just the transaction.

PART C

In today's digital world, filled with distractions, consumers are bombarded with a variety of stimuli, such as notifications, advertisements, and social media. According to Michael R. Solomon in his book, Consumer Behavior: Buying, Having, and Being, this significantly impacts the concept of perception, which is how consumers select, organize, and assign meaning to information. Due to consumers' limited attention span, they cannot process information more deeply, but instead rely on selective perception, focusing only on what is interesting, relevant, or emotional. In a fast-paced world like TikTok or Instagram, consumers can make decisions quickly, rather than through more rational analysis. This concept makes consumers more easily influenced by visuals, sounds, or endorsements, rather than by tangible product information.

Consumers then construct meaning through a process called meaning construction, which is closely related to the Buying-Having-Being and self-concept concepts, according to Solomon. As conveyed in the video, "people buy products for what they mean," not just for their utility. This means that consumers view products more as symbols of identity. Consumers buy products that represent them or who they aspire to be. For example, in Indonesia, many people prefer iPhones over Android devices not only for functional reasons but also for the symbolic meanings they convey, such as social status, a modern lifestyle, and a sense of exclusivity. In this concept, consumers use products through symbolic consumption, where the product serves as a tool to express their identity to their social group. Even trends like Skintific on TikTok use influencers to build testimonials, visual aesthetics, and product benefits, not just the product itself.

However, this situation also raises significant ethical implications for marketers. In Chapter 2, Solomon explains the ethical issues associated with the use of consumer data and persuasive techniques. As marketers in the digital age, they have extensive access to consumer data, allowing them to conduct highly targeted advertising. The problem is that consumers who are distracted and unaware can become targets of manipulation. For example, the use of "flash sales" on Shopee can create a scarcity effect that can trigger consumers to make impulse purchases. If not used with proper transparency, this technique can exploit consumers' psychological weaknesses. Furthermore, the use of influencer marketing that is dishonest and does not disclose sponsorships can be considered ethical issues because it can mislead consumers' perceptions.

Therefore, it can be concluded that marketers have a responsibility to be not only effective but also ethical. They must ensure that their messages are not deceptive, manipulative, and provide honest information. While consumers construct meaning quickly and symbolically in the digital age full of distractions, marketers must ensure that they do not harm them in more negative ways. Thus, the balance between marketing strategy and ethics can be crucial in building long-term relationships with consumers.